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What is claimed is:

 Process for continuous reeling of a pulp sheet, comprising the steps of:

running the pulp sheet over a reel drum;

winding the pulp sheet on a horizontal reel;

pressing the pulp sheet in the nip between the horizontal reel and the reel drum; and

measuring the pressure force in the nip without any losses during the entire winding process.

- Process according to Claim 1 further comprising the step of controlling the pressure force in the nip at a desired level using the measured reading.
 - 3. Process according to Claim 2 further comprising the step of controlling the pressure force with a pressure cylinder.
- Process according to Claim 3 further comprising the step of adapting the pressure force continuously.
 - Apparatus for continuously reeling a pulp sheet, comprising:

 a horizontal reel adapted for having the pulp sheet wound

 thereon:
- 20 a reel drum adapted for pressing the pulp sheet onto the horizontal reel; and
 - a primary arm including a load sensing device, the horizontal reel and the pulp sheet wound thereon being supported on the load sensing device.

- Apparatus according to Claim 5 wherein the primary arm also includes a plurality of roller bearings and a hydraulic cylinder supported on the roller bearings.
- Apparatus according to Claim 6 wherein the load-sensing
 device is integrated into the hydraulic cylinder.
 - 8. Apparatus according to Claim 5 wherein the secondary arm also includes a horizontally adjustable holding device, the horizontal reel being supported on load-sensing devices in the horizontally adjustable holding device.